

# Tara Alemany

## SOCIAL MARKETING FOR TECHNOPHOBES & TRENDSETTERS

### **SOCIAL MARKETING IS HERE TO STAY.**

*If you're in business today, there is simply no getting around it. Stick with the old ways of marketing and be ignored or join the New Web society and take your business to new heights.*

*Tara Alemany is here to guide you along the way. Whether you're new to social media or an old hand at it, she has something new to teach you.*

### **TITLE & TOPICS OF TALKS**

#### **The Plan That Launched a Thousand Books**

In 2011, the average self-published author sold only 200 copies of their book? Why? The answer is simple: Once the book was written, the author had limited knowledge, resources or connections which prohibited them from marketing their book effectively.

*Learn what you can do to overcome the odds and build a platform that gets you noticed!*

#### **To Tweet or Not to Tweet**

Is Twitter a useful business tool or just a devious distraction? The answer isn't as simple as it seems. Micro-blogging can be overwhelming to some and a treasure-trove to others.

*Let Tara pull aside the curtain and reveal what it is that Twitter has to offer and what it takes to use it successfully!*

#### **The Social Market**

For most businesses, the key components of product development, marketing, sales and support are handled by separate departments. However, in an ideal world, the folks developing and marketing your product or service need the feedback that customer service reps and sales people hear.

Communication is the key to "developing smarter" and "failing faster" so you can create products and services your customers want to buy.

*Learn how social media provides a one-stop shopping place for organizations that need to do competitive research, perform customer service, and generate brand visibility!*

*Tara has done the impossible — taking a serious technophobe like me and guided me into the world of social marketing.*

*My site hits almost instantly nearly tripled and I'm seeing opportunities that I previously missed completely.*

*I knew I needed to jump on board with social marketing. Tara's patience and understanding of the process took me from wanting to doing.*

*— Carol Barnier, author of Engaging Today's Prodigal*



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TARA ALEMANY IS THE OWNER AND FOUNDER of **Aleweb Social Marketing**, a consulting company that helps creative types (authors, speakers, performers, musicians and entrepreneurs) build a comprehensive online platform.

### Partial List of Engagements

eMarketing Association • The LinkedIn Lady's Show  
Social Media Camp Long Island • The Boomer Beat  
Working Women's Forum • #BookPro Tweet Chat  
St. James Job Seekers Network  
International Association of Microsoft Channel Partners

*For a complete list, please visit: [bit.ly/PastSpeaking](http://bit.ly/PastSpeaking)*

Tara has more than 20 years of experience writing, training and providing application support and process analysis to businesses. She uses these skills to educate technophobes and trendsetters alike, while helping her clients create the visibility they need for successful launches of new books, talks, music, performances and services.

**With a widely respected ability to communicate difficult concepts that both engage and motivate, Tara's goal is to leave her audience empowered with new and refreshing insights into what social marketing can do for them.**

She is often acknowledged for her wealth of knowledge. *If Tara doesn't already know the answer to your question, then she knows how to find it!*

Tara is a blogger, author, speaker and consultant. In addition, she serves on the Board of Directors of a non-profit ministry, she is a Chaplain of her local Word Weavers chapter, a martial artist, a short-term missionary, and a Mom to two teenagers (one of each).

### **ALL I CAN SAY IS WOW!**

There is so much incredibly good and useful information, as well as a wonderful, overall guiding theme that authors can follow. Tara has taken a huge, unwieldy, overwhelming subject and has presented both a cogent and cohesive series of actions steps — outlining them in a sequence that makes sense.

— **Patricia Campbell**, *The Country Dance Caller*



This is the book I wish I'd read before I put my own stuff out there!

— **Howard Tuckey**, author of *Mattie's Place*, *Mattie's Town*, and *Annie-Down-the-Street*

*Tara is an extremely talented individual with a real expertise in the area of Social Marketing. I have been very impressed with her depth of knowledge as well as her willingness to share ideas that always lead to some cutting edge, state of the art solution or enhancement.*

— **Jerry Friedrich**

*Board of Finance, Town of Brookfield, Connecticut*



# Tara Alemany

Teaching Technophobes and Trendsetters for Over 20 Years

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